



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Monroe, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	42.0%	Population	24,318	24,165
Southern Satellites	30.0%	Households	9,801	9,875
Salt of the Earth	8.3%	Families	6,993	6,979
Rooted Rural	6.3%	Median Age	37.4	38.9
Metro City Edge	6.1%	Median Household Income	\$33,828	\$36,436

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	47	\$1,264.21	\$12,390,475
Men's	46	\$230.18	\$2,255,995
Women's	44	\$414.56	\$4,063,065
Children's	57	\$237.62	\$2,328,895
Footwear	40	\$195.50	\$1,916,132
Watches & Jewelry	53	\$119.19	\$1,168,185
Apparel Products and Services ¹	53	\$67.16	\$658,203
Computer			
Computers and Hardware for Home Use	53	\$110.46	\$1,082,620
Software and Accessories for Home Use	48	\$13.80	\$135,296
Entertainment & Recreation	63	\$2,345.66	\$22,989,861
Fees and Admissions	45	\$277.44	\$2,719,192
Membership Fees for Clubs ²	48	\$79.42	\$778,421
Fees for Participant Sports, excl. Trips	42	\$48.48	\$475,155
Admission to Movie/Theatre/Opera/Ballet	43	\$64.73	\$634,406
Admission to Sporting Events, excl. Trips	48	\$29.01	\$284,362
Fees for Recreational Lessons	43	\$55.42	\$543,203
Dating Services	63	\$0.37	\$3,645
TV/Video/Sound Equipment	59	\$844.58	\$8,277,759
Community Antenna or Cable TV	65	\$480.22	\$4,706,625
Televisions	50	\$147.06	\$1,441,314
VCRs, Video Cameras, and DVD Players	61	\$20.36	\$199,568
Video Cassettes and DVDs	59	\$38.41	\$376,493
Video Game Hardware and Software	57	\$20.61	\$201,954
Satellite Dishes	80	\$0.89	\$8,749
Rental of Video Cassettes and DVDs	58	\$29.34	\$287,561
Streaming/Downloaded Video	37	\$0.30	\$2,986
Sound Equipment ³	49	\$104.13	\$1,020,557
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.26	\$31,952
Pets	76	\$338.27	\$3,315,419
Toys and Games	63	\$93.80	\$919,348
Recreational Vehicles and Fees ⁴	96	\$418.27	\$4,099,456
Sports/Recreation/Exercise Equipment ⁵	61	\$131.38	\$1,287,647
Photo Equipment and Supplies ⁶	61	\$78.07	\$765,182
Reading ⁷	57	\$163.85	\$1,605,858
Food	61	\$5,073.32	\$49,723,576
Food at Home	63	\$3,061.81	\$30,008,773
Bakery and Cereal Products	63	\$428.13	\$4,196,069
Meat, Poultry, Fish, and Eggs	64	\$781.23	\$7,656,802
Dairy Products	63	\$352.23	\$3,452,232
Fruit and Vegetables	57	\$474.21	\$4,647,747
Snacks and Other Food at Home ⁸	64	\$1,026.01	\$10,055,923
Food Away from Home	59	\$2,011.51	\$19,714,803
Alcoholic Beverages	49	\$291.41	\$2,856,084
Nonalcoholic Beverages at Home	67	\$295.87	\$2,899,866



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	35	\$358.00	\$3,508,806
Vehicle Loans	72	\$4,188.89	\$41,055,296
Health			
Nonprescription Drugs	76	\$86.79	\$850,627
Prescription Drugs	77	\$436.68	\$4,279,938
Eyeglasses and Contact Lenses	68	\$52.09	\$510,553
Home			
Mortgage Payment and Basics ⁹	51	\$4,709.41	\$46,156,909
Maintenance and Remodeling Services	50	\$1,043.44	\$10,226,758
Maintenance and Remodeling Materials ¹⁰	81	\$335.31	\$3,286,353
Utilities, Fuel, and Public Services	68	\$3,078.96	\$30,176,850
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$78.03	\$764,779
Furniture	49	\$322.39	\$3,159,719
Floor Coverings	53	\$51.19	\$501,714
Major Appliances ¹²	67	\$200.99	\$1,969,903
Housewares ¹³	52	\$49.28	\$483,015
Small Appliances	64	\$22.60	\$221,516
Luggage	43	\$4.33	\$42,443
Telephones and Accessories	48	\$20.90	\$204,804
Household Operations			
Child Care	47	\$191.28	\$1,874,779
Lawn and Garden ¹⁴	67	\$285.00	\$2,793,334
Moving/Storage/Freight Express	53	\$27.92	\$273,637
Housekeeping Supplies ¹⁵	66	\$502.61	\$4,926,049
Insurance			
Owners and Renters Insurance	70	\$345.46	\$3,385,836
Vehicle Insurance	64	\$894.77	\$8,769,650
Life/Other Insurance	68	\$390.44	\$3,826,724
Health Insurance	69	\$1,405.84	\$13,778,659
Personal Care Products ¹⁶	60	\$261.27	\$2,560,669
School Books and Supplies ¹⁷	51	\$59.80	\$586,088
Smoking Products	81	\$363.91	\$3,566,725
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	68	\$3,498.57	\$34,289,469
Gasoline and Motor Oil	73	\$1,835.82	\$17,992,841
Vehicle Maintenance and Repairs	62	\$614.62	\$6,023,902
Travel			
Airline Fares	43	\$179.55	\$1,759,817
Lodging on Trips	54	\$229.29	\$2,247,292
Auto/Truck/Van Rental on Trips	40	\$15.71	\$153,989
Food and Drink on Trips	54	\$255.59	\$2,505,017

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.